



Museum of Discovery and Science  
and  
Museum Collaboration Committee  
presentation to  
the Working Group of the  
South Florida Ecosystem Restoration Task Force  
July 22, 2004



*Partnering To Ensure South Florida's Future*

# Introducing The Museum of Discovery and Science and Blockbuster IMAX® Theater



- State-of-the-art 85,000 square foot facility
- 28-year history of service with a strong focus on the environment
- Attracts 400,000 annual visitors and is a major tourist destination
- 300-seat IMAX Theater with five-story-high screen and 15,000-watt digital sound system
- Mission: to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films.

# The Museum Collaboration Committee Timeline

- **1999 - The South Florida Ecosystem Restoration Task Force created the Museum Collaboration Committee (MCC) to develop an Outreach Plan**
- **1999 - Museum of Discovery and Science designated as an official interpretive site of the Task Force**
- **2001 – Three-Phase Outreach Plan Initiated**

# The Museum Collaboration Committee Timeline

- **2002 – Phase I complete**
- **2003 – ongoing – Phase II continuing**
- **2004 – Phase III initiated**



# Phase I: Building a Foundation

## 2001 - 2002

- New and improved exhibits

- *Living in the Everglades*
- *Welcome to Our Backyard*
- *Florida EcoScapes*



- New Programming

- *Florida Water Story* curriculum
- *Bad Boys of the Everglades*
- *Dr. Roots Discovery Lab*



# Phase II: Broaden the Reach

## 2002 - 2003



- **Maximize exposure of Phase I exhibits and programs**
  - Reached 1 million in the past 2 years
  - The Museum is the highest-attended museum in South Florida
- **Create and deliver new onsite programs**
  - 1,200 on-site public programs per year reach 36,000 people

# Phase II Results: Making a good thing even better!



- **Develop and deliver off-site outreach programs**
  - 160 off-site outreach programs between 2003 – 2004 reached 10,000 individuals in underserved communities

# Phase II Today: SFERTF's Outreach

- The Museum partnership provides a common outreach voice for the Task Force, as a whole, to reach the entire watershed
- The Museum provides the venue for all 29 member organizations of the Working Groups to collaborate on our mutual goals while educating the public
- The Museum will be a significant interpretive site for the Everglades Restoration Project for the duration of the Comprehensive Everglades Restoration Plan



Friday July 9, 2004

WBBH Fort Myers | Cape Coral | Naples

**1 FIRST HOME**  
Builders of Florida

HOME/NEWS

WEATHER

TRAFFIC

FEATURES

HEALTH

JOBSPOT

**NEWS POLL**

How do you react if a recall is issued on your vehicle?

[VOTE/RESULTS](#)**NEWSLINKS**

If we said on-air to go to our website, you'll find the link here.

**On Tonight**

7:30 M-F	Jeopardy \$1 Million Run!
8:00	U.S. Olympic Trials

## Museum's interactive exhibit features Everglades

*Jessica Stilwell**Posted on: Thursday, July 01, 2004*

**LEE COUNTY**— Understanding the problems of the Everglades and its need for restoration is not always an easy process. Now there is a state of the art, interactive exhibit called Living in the Everglades that's helping explain the 30 year plan to save the Everglades. It's for people of all ages, from all over the world.

Four year old Marcus Davis is getting to see his first alligator while on vacation in south Florida. He and his family are visiting from Phoenix, Arizona. They stopped at the Museum of Discovery and Science in downtown Ft. Lauderdale to see the largest interactive exhibit to date on Everglades Restoration.

"We have been told the Everglades is disappearing due to construction projects



Temp: 81

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# Phase III: Maximize Impact and Extend Reach!

## 2004 - 2008



### ➤ Goal: to create Environmental Education Center

- To expand educational capability
- To create dynamic exhibits to interpret the restoration
- To reach an even larger audience

# Museum of Discovery and Science Today

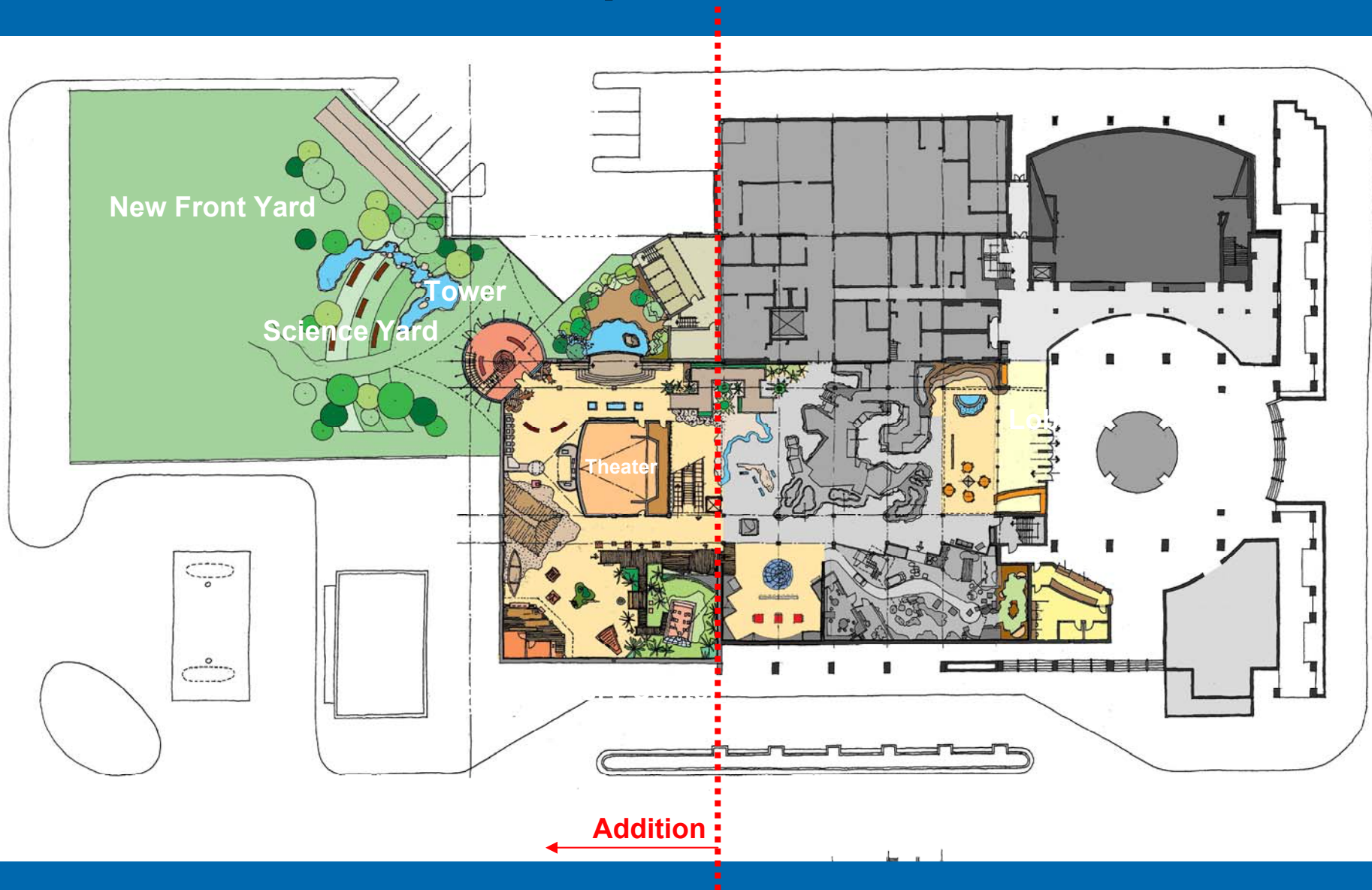


# Phase III: Museum of Discovery and Science Adds EcoDiscovery Center

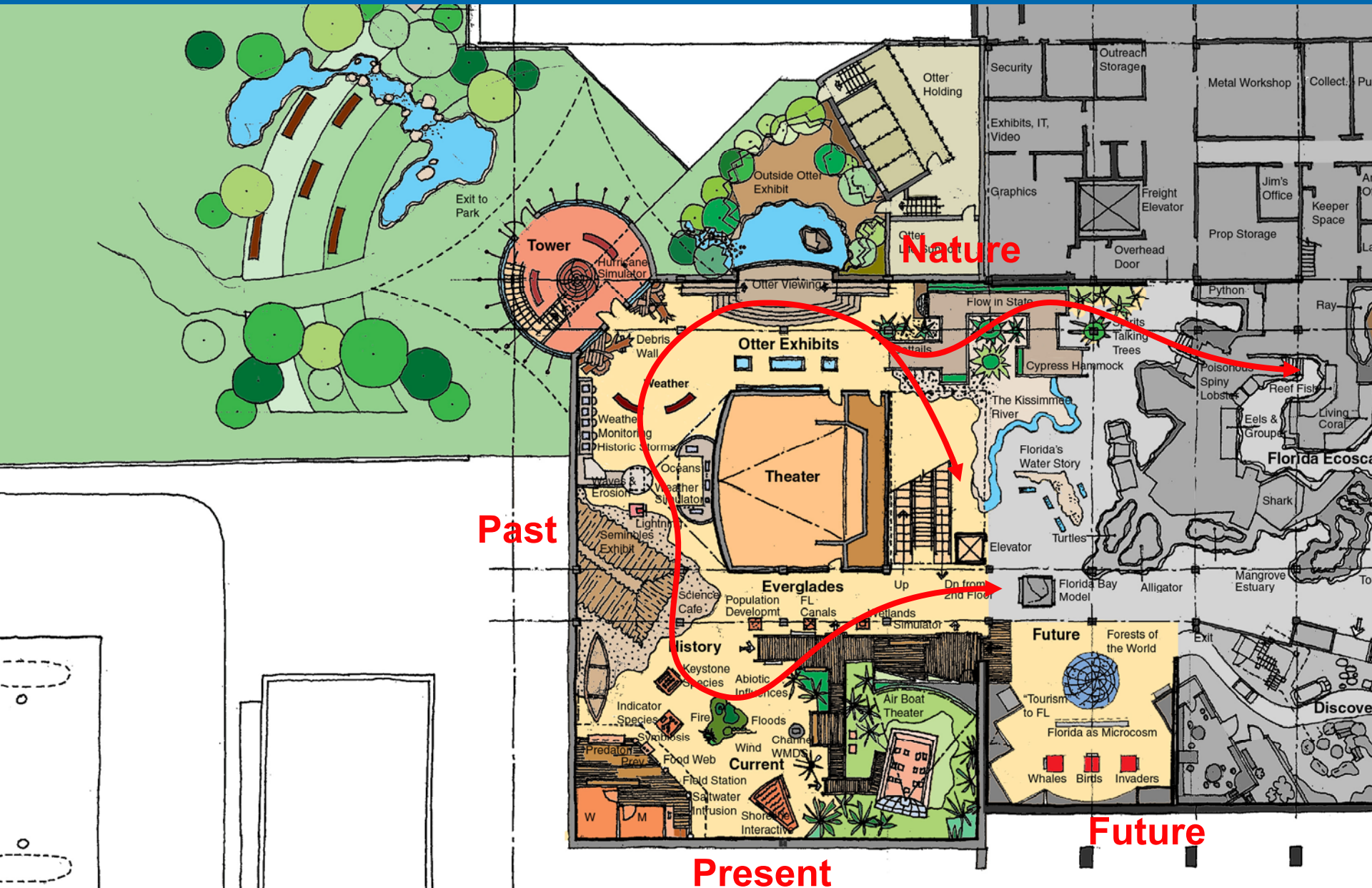


Proposed Facility

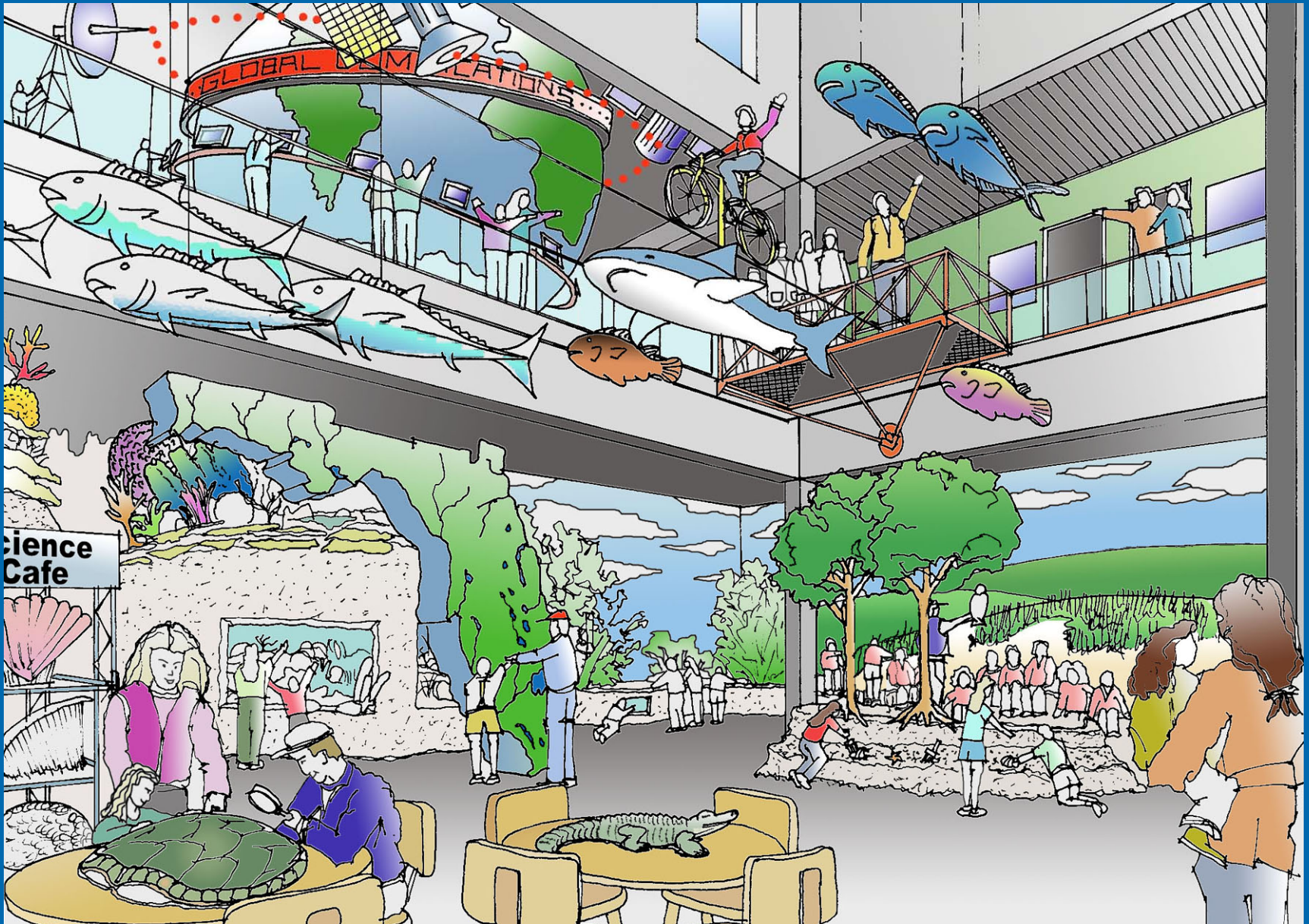
# Level 1 Expansion Plan



# EcoDiscovery Center Story



# Lobby Revised ... Escalators Removed

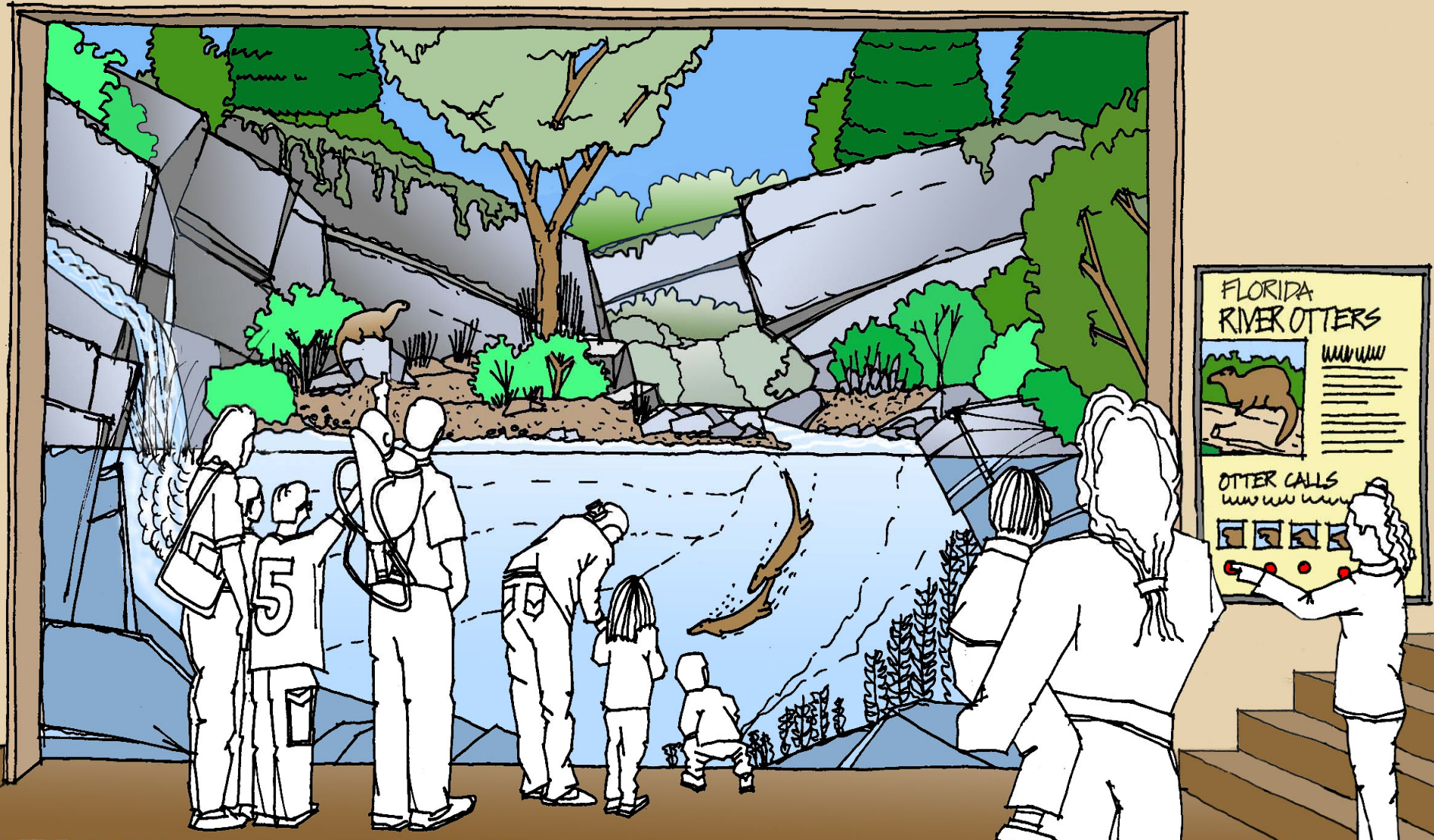


# Impact

- **15- 20 million visitors over the next 30 years**
- **Millions more through off-site outreach**



# Otter Habitat



# Impact

- The Museum will continue to provide cost-effective, high quality and engaging public outreach, unrivaled by any other organization.



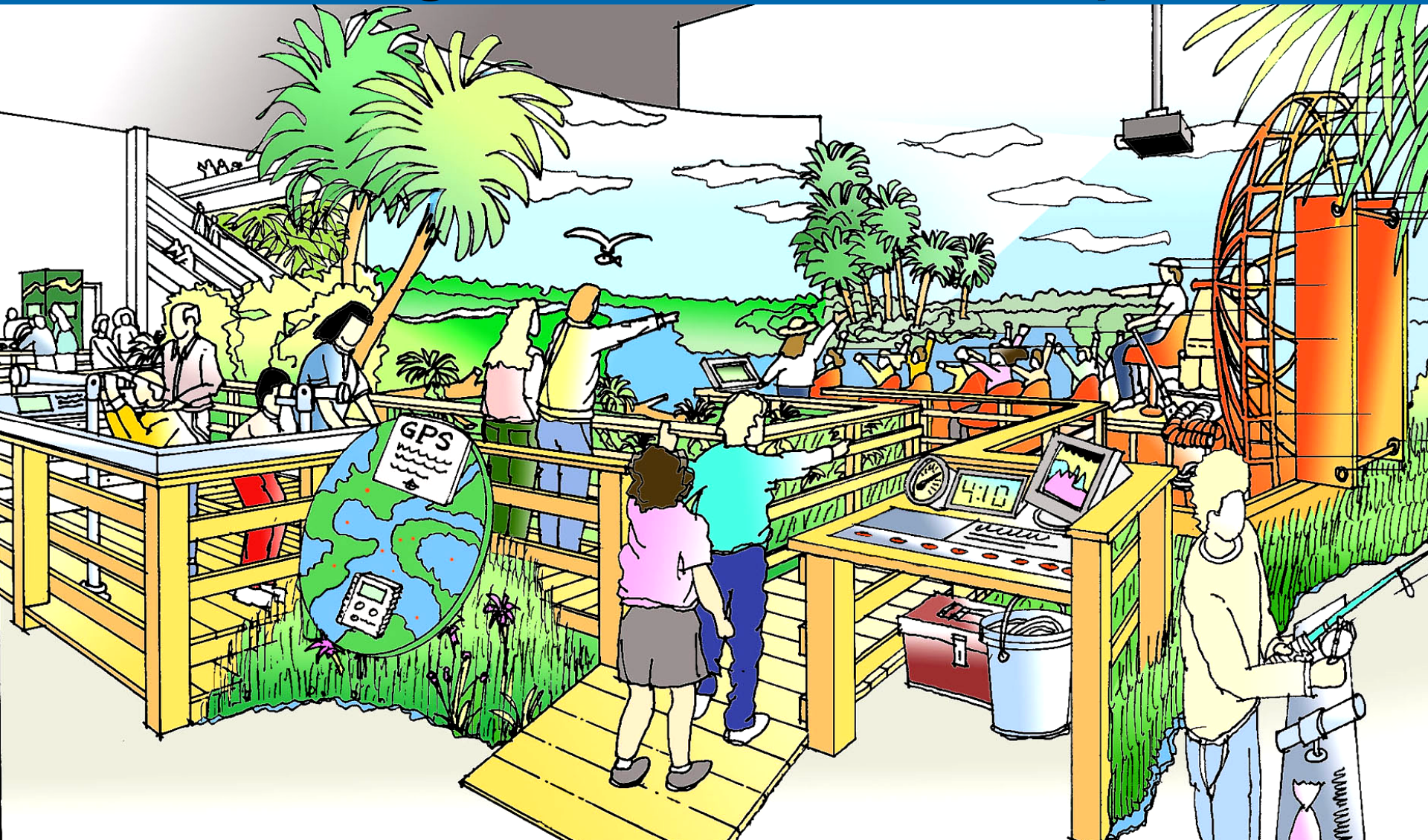
# Seminole and Everglade Environments with Chickee Hut, Interactives, Artifacts and Research Station



# Impact

- The Museum will interpret the operational aspects of the Comprehensive Everglades Restoration Plan for the life of the project and teach its guests about the quantity, quality, timing and distribution of water
- Interpretation of Tribal culture and history will help place environmental concerns in a historical, as well as scientific, context

# Everglades Airboat Trip

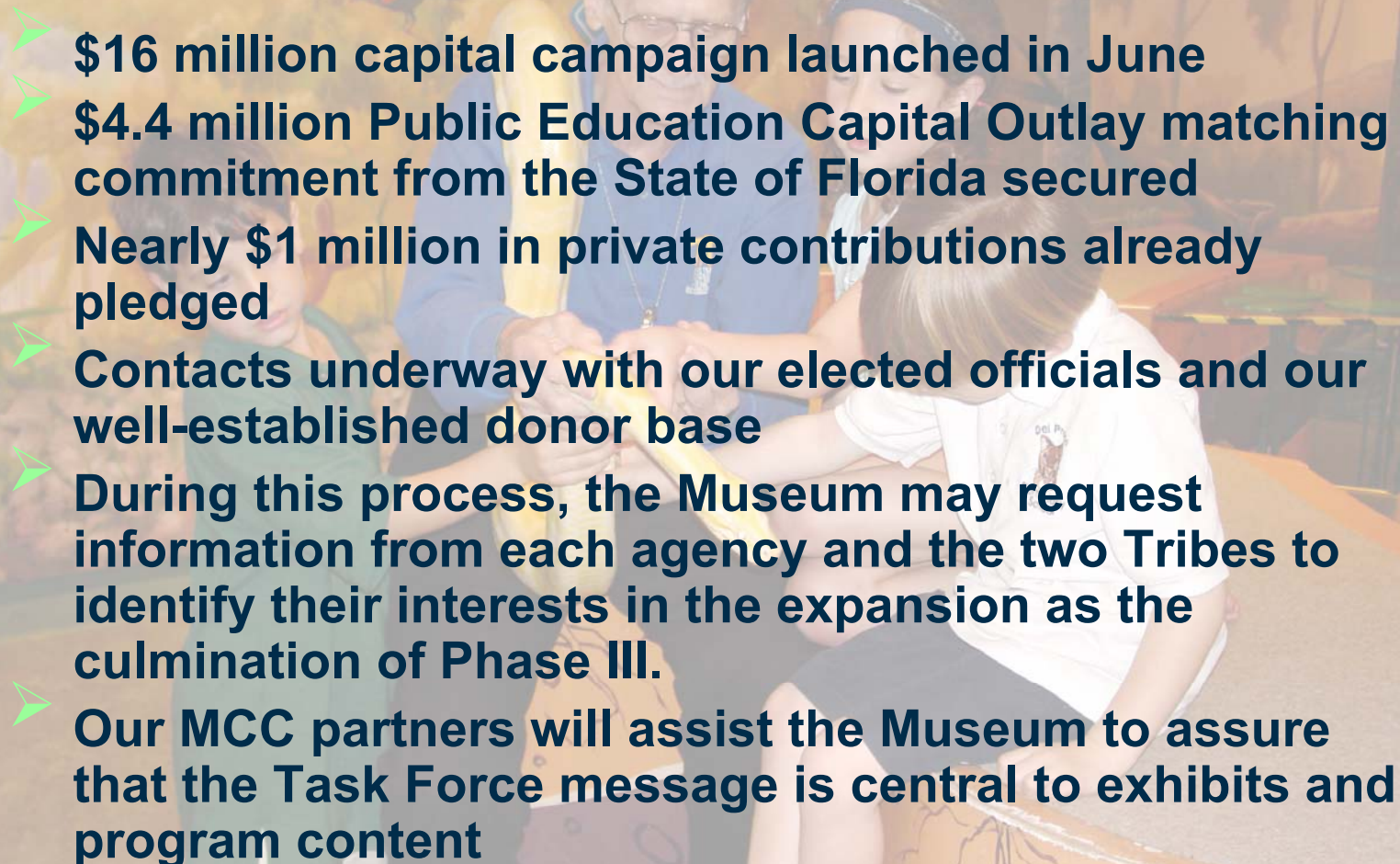


# Impact

- An interactive , simulated Everglades Airboat ride will enable visitors to experience the Everglades and maximize their engagement with the environment



# What lies ahead

- 
- **\$16 million capital campaign launched in June**
  - **\$4.4 million Public Education Capital Outlay matching commitment from the State of Florida secured**
  - **Nearly \$1 million in private contributions already pledged**
  - **Contacts underway with our elected officials and our well-established donor base**
  - **During this process, the Museum may request information from each agency and the two Tribes to identify their interests in the expansion as the culmination of Phase III.**
  - **Our MCC partners will assist the Museum to assure that the Task Force message is central to exhibits and program content**

# The Museum is grateful to the following agencies for their support of Phase I and Phase II:

- U.S. Department of Interior
  - South Florida Water Management District
- Broward County Department of Planning and Environmental Protection
  - Florida Keys National Marine Sanctuary
    - U.S. Geological Survey
    - Everglades National Park
- Florida State Department of Environmental Protection
  - Florida State Division of Forestry
  - Broward Community College
- Florida State Division of Cultural Affairs
  - Florida Wildlife Commission

# Thank you!



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